

WHAT IS CLAIMED IS:

1. A discounting system, comprising:  
first memory means for storing advertisement information;  
5 advertisement appending means provided in a printer for appending an advertisement based on the advertisement information stored in said first memory means to media together with a given image to be printed;
- 10 second memory means for storing the appending information of the advertisement appended by the advertisement appending means to the media;  
discount ticket issuing means for issuing discount tickets according to said appending information stored 15 in said second memory means; and  
discount rate determination means for determining a discount rate of a purchase price of a new article on the basis of the discount ticket issued by said discount ticket issuing means.
- 20 2. A discounting system according to claim 1, wherein said discount ticket issuing means issues said discount ticket when a cartridge has no remaining material.
- 25 3. A discounting system according to claim 1, wherein said discount ticket issued by said discount

ticket issuing means has a record of said advertisement appending information stored by said second memory means.

5        4. A discounting system according to claim 2, wherein said discount ticket issued by said discount ticket issuing means is multiple cutoff-type discount ticket whose quantity depends upon said advertisement appending information stored in said second memory  
10        means.

15        5. A discounting system according to claim 3, wherein said discount ticket issued by said discount ticket issuing means also has a record of an ID of said printer in which said cartridge has been installed.

20        6. A discounting system according to claim 1, wherein said advertisement appending information stored in said second memory means is a size information of the advertisement appended to said media by said advertisement appending means.

25        7. A discounting system according to claim 1, wherein said advertisement appending information stored in said second memory means is a quantity information of the advertisement appended to said media by said advertisement appending means.

8. A discounting system according to claim 1,  
wherein said advertisement information previously  
stored in said first memory means is supplied by an  
advertisement supplier and wherein said discounting  
5 system has advertisement fee calculation means for  
calculating an advertisement fee paid by said  
advertisement supplier according to said discount rate  
of the purchase price of a new cartridge.

10 9. A discounting system according to claim 8,  
wherein said advertisement information previously  
stored in said first memory means is information of a  
plurality of advertisements supplied by a plurality of  
advertisement suppliers and wherein said advertisement  
15 fee calculation means individually calculates the  
advertisement fee paid by each advertisement supplier  
on the basis of the appending information of each  
advertisement.

20 10. A discounting system according to claim 1,  
further comprising mode selection means for selecting  
whether said advertisement appending means appends the  
advertisement to the media for printing or the  
advertisement is not appended for printing.

25 11. A discounting system, comprising:  
first memory means for storing advertisement

information;

advertisement appending means for appending an advertisement based on said advertisement information stored in said first memory means together with a given 5 image on media when said given image is printed;

second memory means for storing appending information indicating that the advertisement is appended by said advertisement appending means;

10 acquisition means for acquiring the appending information stored in said second memory means; and

discount information determination means for determining discount information according to said appending information acquired by said acquisition means.

15

12. A discounting system according to claim 11, wherein said first memory means is a cartridge detachably mounted on a printer or is provided in the printer.

20

13. A discounting system according to claim 11, wherein said first memory means and said second memory means are provided in said cartridge and they comprise their own memory sections, respectively.

25

14. A discounting device, comprising:  
acquisition means for acquiring appending

00000000000000000000000000000000

information of appending an advertisement based on  
advertisement information stored in a memory section of  
a cartridge mounted on a printer together with a given  
image to the media from the memory section of said  
5 cartridge; and

discount information determination means for  
determining discount information on the basis of the  
Appending information acquired by said acquisition  
means.

10

15. A cartridge detachably mounted on a printer,  
comprising:

recording agent container means for containing an  
recording agent for printing on media; and

15

memory means for storing appending information of  
Appending an advertisement based on advertisement  
information stored in a given memory section to the  
media together with a given image when said given image  
is printed,

20

wherein said appending information stored in said  
memory means is read by a reader and used for  
determining discount information by using said reader.

25 16. A cartridge according to claim 15, wherein  
said given memory section is a cartridge or is provided  
in said printer.

17. A print controller, comprising:  
readout means for reading out advertisement  
information stored in first memory section;  
print control means for printing and controlling  
5 the advertisement information read out by said readout  
means; and  
memory control means for storing appending  
information indicating an appending status of an  
advertisement based on the advertisement information  
10 stored in said first memory section into second memory  
section provided in a cartridge detachably mounted on a  
printer,  
wherein said appending information is used for  
determining discount information.

15

18. A print controller according to claim 17,  
wherein said print controller issues a discount ticket  
for a user to purchase an article and controls the  
printing on the basis of said appending information.

20

19. A print controller according to claim 17,  
wherein said appending information stored in said  
second memory section by said memory control means can  
be read from an external device and wherein said  
25 appending information read to said external device is  
used for determining a discount rate when a user  
purchases an article.

20. A print controller according to claim 17,  
wherein said print control means causes the appending  
information stored in said memory section provided in  
said cartridge to be printed together with image  
5 information transmitted externally.

21. A print controller according to claim 17,  
further comprising a selection means for selecting  
whether the advertisement information stored in said  
10 memory section provided in said cartridge should be  
printed.

22. A print controller according to claim 17,  
wherein said first memory section is provided in a  
15 printer.

23. A print controller according to claim 17,  
wherein each of said first memory section and said  
second memory section comprises a physically single  
20 memory device.

24. A discounting method, comprising:  
a readout step of reading advertisement  
information;  
25 an appending step of appending advertisement based  
on advertisement information read in said readout step  
to media together with a given image to be printed at

printing on the media;

a second storing step of storing appending information of said advertisement appended in said appending step;

5 a discount issuing step of issuing a discount ticket on the basis of said appending information stored in said second storing step; and

10 a discount rate determination step of determining a discount rate of a purchase price of a new cartridge article on the basis of the discount ticket issued in said discount ticket issuing step at purchasing the new article.

15 25. A discounting method, comprising:

15 a readout step of reading advertisement information;

20 an appending step of appending advertisement based on advertisement information read in said readout step together with a given image when said given image is printed;

25 a storing step of storing appending information generated by the appending in said appending step;

an acquisition step of acquiring the appending information stored in said second storing step; and

25 a discount information determination step of determining discount information on the basis of the appending information acquired in said acquisition

step.

26. A discounting method, comprising:

an acquisition step of acquiring appending  
5 information of appending an advertisement based on  
advertisement information to media together with a  
given image, which has been stored in a memory section  
in a cartridge mounted on a printer, from said memory  
section of said cartridge; and

10 a discount information determination step of  
determining discount information on the basis of said  
appending information acquired in said acquisition  
step.

15 27. A print control method, comprising:

a readout step of reading advertisement  
information stored in a first memory section;  
a print controlling step of print-controlling said  
advertisement information read in said readout step;  
20 and

a storing step of causing appending information  
indicating an appending status of advertisement based  
on said advertisement information stored in said first  
memory section to be stored into a memory section  
25 provided in a cartridge detachably mounted on a  
printer,

wherein said appending information is used for

P020524-202500

determining discount information.

28. A discounting program to be executed by a computer, comprising:

5 a readout step of reading advertisement information;

an appending step of appending an advertisement based on said advertisement information read in said readout step to media together with a given image to be 10 printed at printing on the media;

a second storing step of storing appending information of said advertisement appended in said appending step;

15 a discount ticket issuing step of issuing a discount ticket on the basis of said appending information stored in said second storing step; and

a discount rate determination step of determining a discount rate of a purchase price of a new article on the basis of said discount ticket issued in said 20 discount ticket issuing step when the new article is purchased.

29. A discounting program to be executed by a computer, comprising:

25 a readout step of reading advertisement information;

an appending step of appending an advertisement

based on said advertisement information read in said readout step together with a given image when the given image is printed;

5 a storing step of storing appending information generated by the appending in said appending step;

an acquisition step of acquiring the appending information stored in said second storing step; and

10 a discount information determination step of determining discount information on the basis of the appending information acquired in said acquisition step.

30. A discounting program to be executed by a computer, comprising:

15 an acquisition step of acquiring appending information of appending an advertisement based on advertisement information to media together with a given image, which has been stored in a memory section of a cartridge mounted on a printer, from said memory 20 section of said cartridge; and

a discount information determination step of determining discount information on the basis of said appending information acquired in said acquisition step.

25

31. A print control program to be executed by a computer, comprising:

a readout step of reading advertisement information stored in a first memory section; a print controlling step of print-controlling said advertisement information read in said readout step;

5 and

a storing step of storing appending information indicating an appending status of advertisement based on said advertisement information stored in said first memory section into a memory section provided in a 10 cartridge detachably mounted on a printer,

wherein said appending information is used for determining discount information.

32. A computer-readable record medium stored with 15 program codes for executing:

a readout step of reading advertisement information;

an appending step of appending advertisement based on the advertisement information read in said readout 20 step to said media together with a given image to be printed at printing on the media;

a second storing step of storing appending information of said advertisement appended in said appending step;

25 a discount ticket issuing step of issuing a discount ticket based on said appending information stored in said second storing step; and

a discount rate determination step of determining a discount rate of a purchase price of a new article on the basis of the discount ticket issued in said discount ticket issuing step at purchasing the new 5 article.

33. A computer-readable record medium stored with program codes for executing:

10 a readout step of reading advertisement information; an appending step of appending advertisement based on the advertisement information read in said readout step together with a given image when the given image is printed;

15 a storing step of storing appending information generated by the appending in said appending step; an acquisition step of acquiring the appending information stored in said second storing step; and a discount information determination step of 20 determining discount information on the basis of the appending information acquired in said acquisition step.

34. A computer-readable record medium stored with program codes for executing:

25 an acquisition step of acquiring appending information of appending an advertisement based on

advertisement information to media together with a given image, which has been stored in a memory section of a cartridge mounted on a printer, from said memory section of said cartridge; and

5 a discount information determination step of determining discount information on the basis of said appending information acquired in said acquisition step.

10 35. A computer-readable record medium stored with program codes for executing:

a readout step of reading advertisement information stored in a first memory section; a print controlling step of print-controlling said advertisement information read in said readout step; and

15 20 a storing step of storing appending information indicating an appending status of advertisement based on said advertisement information stored in said first memory section into a memory section provided in a cartridge detachably mounted on a printer,

wherein said appending information is used for determining discount information.